



HANK WHITSON

hankwhitson.com | linkedin.com/in/hank-whitson-iii/
626.818.6648 | rhwhitson@gmail.com

EXPERTISE

AUTHOR & DESIGNER

Realizing new realities that ignite imaginations with compelling writing and innovative worldbuilding
Big promotional concepts with creative agency polish | Freelance initiative, independence, and flexibility
Bridging the gap between stories and gaming

FIELDS OF EXPERIENCE

Traditional & Interactive Fiction | Game, Experience, and Narrative Design | Transmedia Entertainment
Interactive Marketing | Communications | Research & Education

CREATIVE SKILLS

Creative Writing (Fiction, Journalism, Investigative Non-Fiction, Copy & Branded Content)
Puzzle, Game, and Contest Creation | IP Strategy & Plot Bible Development | Viral Content Composition
Curriculum Development | Content Feedback & Editing

TECHNICAL SKILLS

MS Office | Google Suite | Adobe CS (Acrobat, Illustrator, InDesign, Photoshop) | Asana
Tabletop Simulator | HTML & CSS Fundamentals

MISC. SKILLS

Technical Writing (Manuals, Instructions, Design Documentation) | Research | Establishing Team Consensus
Community Management | Social Media | Content Localization | Archival Documentation

EMPLOYMENT

FREELANCE WRITING & NARRATIVE CONSULTING | OCTOBER 2017—PRESENT

- Freelance Reporter and Feature Writer for **GameRant.com** (Ongoing)
- Lead Interactive Writer and Live Social Media Writer for **Definitely Real's** alternate reality cinema and transmedia experience, *I Dared My Best Friend to Ruin My Life*
- Narrative consultant and primary architect of the narrative IP bible for **Tyra Banks' Modelland** transmedia franchise and location-based experience with **42 Entertainment**
- Composed the narrative premise and core mechanics for a narrative-driven, murder mystery board game with **Spin Master Toys**
- Authored promotional social media copy and researched shareable content for healthcare practices and small business professionals through the **PatientPop** and **NameSprout** growth platforms
- Brainstormed mechanics and conceptualized the universe premise/initial plot arcs for **AR Super Cars**
- Developed game design curriculum for **Breakthrough Training Center**



HANK WHITSON

hankwhitson.com | linkedin.com/in/hank-whitson-iii/
626.818.6648 | rhwhitson@gmail.com

EMPLOYMENT (CONT.)

42 ENTERTAINMENT | MAY 2012—OCTOBER 2017

- Progressed from Jr. Experience Designer to Narrative Designer
- Designed puzzle suites, game mechanics, and social media contests to maximize audience engagement with alternate reality games (ARGs), transmedia promotional campaigns and user retention programs
- Developed narrative premises and authored in-universe websites, viral scripts, and traditional fiction
- Campaigns & projects included:
Random Acts of Fusion (Ford) | *inFAMOUS Second Son: Paper Trail (Sucker Punch Productions)*
Dig Decoded (USA Network) | *Zedd True Colors (Zedd)* | *Voyagers (Random House)*
RAM Transmedia Franchise (Ideate Media) | *The Order of 10 Challenges (NVIDIA)*
The Secret Order of Keys (Loot Crate)

SAIC & GEORGIA TECH | DECEMBER 2011—AUGUST 2012

- Graduate Ethnographic Research Assistant
- Reviewed, analyzed, and summarized MMORPG footage to develop a qualitative notation taxonomy for behavioral assessment of player actions.

THE TECHNIQUE AT GEORGIA TECH | SEPTEMBER 2010—MAY 2012

- Progressed from Contributing Writer to Entertainment Editor
- Wrote, edited, and laid out weekly articles covering music, television, games, film, and live performance
- Assigned topics and conducted professional/craft development with staff and contributing writers

PRIOR EMPLOYERS, PARTNERS, AND COLLABORATORS

- The Game Desk Institute | Barnes & Noble Booksellers | Regal Entertainment Group | Ballet Pacifica
American Ballet Theatre | Pasadena Dance Theatre | Pasadena Humane Society | Kidspace Museum

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY (2012)

- MS in Digital Media
- 3.90 GPA
- Master's thesis on literary analysis of video games

UNIVERSITY OF CALIFORNIA AT IRVINE (2010)

- BA in English
- 3.78 GPA
- Special departmental emphasis in Creative Writing

ETC.

HOBBIES & INTERESTS

- Anime • Comics • Cosplay • Genre & Speculative Fiction (Alternate History, Fantasy, Mystery, Sci-Fi, etc.)
• Skiing • Tabletop Roleplaying, Board, and Card Games • Video Games & VR

LANGUAGES

- 5 Years Spanish
- 1 Year Japanese

CAUSES

- Literacy • Science Education • Cancer Research
- Mental Healthcare Advocacy

SOCIAL

- @Sarcasmancer
(Twitter/Instagram)